

ANGEL CHENG

achengapr@gmail.com | +30 698 502 6921 | +852 5789 2844 | +1 202 864 9813
Canadian and Hong Kong citizen | EU resident | www.linkedin.com/in/angelcheng71

PROFILE

Strategy leader with nearly two decades of experience across technology, global health and film, bringing communications instinct to the work: starting from what governments, investors and audiences need before they commit, then building the partnerships that bring them there. Available for remote and hybrid work, or relocation

STRATEGY & LEADERSHIP

NiaXP (PearlOS) – Chief Strategy Officer, Asia Pacific

2025–Present | Hong Kong SAR / USA

- Secured the company's entry into Nvidia Inception, InvestHK's Global Fast Track and HKSTP's Global Connect and Soft Landing programmes
- Leading regional expansion strategy for PearlOS, a voice-first, open-source AI alternative to extractive technology models: market landscape and regulatory viability analysis, and partnership and community entry points across key markets
- Leading investor meetings and pitches for the company's current raise; developed investor materials for public and private presentations
- Developed a growth plan with diversity, equity, inclusion, access and belonging embedded at the foundation of the model
- Audit and steer the design of equitable, human-centred product experiences; build the co-founders' thought leadership platforms and public voice

Global TB Caucus Secretariat – Communications & Partner Engagement Director (Interim) | Regional Director, Asia Pacific

2016–2021 | Global / Asia Pacific

- A network of 3,000 parliamentarians from over 150 countries working to end the global TB epidemic
- Led a 62-country portfolio as Regional Director, Asia Pacific, building multilateral coalitions between parliamentarians, health ministers, civil society and international funders
- Developed and executed parliamentary advocacy campaigns that secured TB policy inclusion in official G20, G7 and UN forum declarations and contributed to domestic TB funding increases in Vietnam (20%), India (11.5%) and Myanmar (2.5%)
- As an interim global director, led communications and partner engagement across all regions, managing and mentoring a regional team of 10 and overseeing donor and partner reporting
- Managed master and regional budgets; directed external PR agencies, creative agencies and freelance contractors
- Worked with Global Fund partners to scope a Social Impact Bond financing model for TB programmes in portfolio countries

NBO Film Festival – Communications & Industry Engagement Director

2021–2026 | Kenya

- Guided the communications strategy behind 500% audience growth in the festival's first five years
- Advised the Managing Director on fundraising and partnership strategies that centre voices in African cinema, and planned and delivered strategic planning process with the festival team

STRATEGIC COMMUNICATIONS

Fire Horse Strategy – Principal

2010–Present | Global

- Communications advisor for the implementation of Namibia's first Social Impact Bond (2022), an alternative financing model for early childhood development
- Consult on strategic communications for clients including INTERTEAM Swiss Workers for Development, ACTION Global Health Advocacy Partnership; events management including World Vision Canada, Four Host First Nations Aboriginal Pavilion (2010 Winter Olympic Games), Corby Wine & Spirits, and Heineken Canada
- Lead communications for the Palestine Film Institute across its grantmaking and open calls, international festival presence, skills training and archive preservation; produce impact reporting on activities that build economic independence for Palestinian culture

Doha Film Institute – International Publicity & Communications | Executive Communications

2017–Present | Qatar

- Advised executive leadership across their full public portfolio, preparing talking points, briefing materials and post-engagement analysis for the Academy Awards, Cannes Film Festival and other high-visibility events; contributed to risk frameworks for sensitive communications decisions
- Quadrupled international media coverage across all global markets within the first two years; collaborating with external PR agencies and representatives of high-profile talent and special guests

Partnership on AI – Communications Manager (maternity cover)

2022–2023 | USA

- Managed communications for responsible AI research and policy initiatives with partners that included The White House, DeepMind, OpenAI, Adobe, BBC and TikTok
- Developed messaging for sensitive findings on AI safety, fairness and societal impact, translating technical research into accessible narratives for policy and public audiences

International Film Publicity – WOLF Consultants, Tribeca Festival, Toronto International Film Festival

2012–2021 | Global

- Ran international publicity campaigns for films at Berlinale, Cannes, Toronto and London; led TIFF's annual press office of 14 staff and interns across a slate of 60+ films

CREATIVE PRODUCTION

- Creative producer on award-winning documentary shorts and feature films and a hybrid VR/immersive installation (NYFF, Hot Docs)
- Producer, Happy Ending, a documentary short directed by Jill Morley, currently in production

EARLIER CAREER

World Vision Canada – Communications Specialist, 2013–2014. **Opticians Council of Canada** –

Communications Specialist, 2011–2012; campaign delivered a 600% increase in web traffic and more than 8 million impressions **Play It By Ear Productions** – Account Executive, 2006–2010; managed Assembly of First Nations National Chief's Election events, including producing an award-winning Pow-Wow

EDUCATION & CERTIFICATIONS

Executive – Business Strategy: Competitive Advantage and Connected Strategy, The Wharton School, University of Pennsylvania; User Experience Design, University of Cambridge

Education – Management Studies Diploma, Business Management, MacEwan University; Public Relations Management Professional Certificate, Mount Royal University

Professional – Diversity & Inclusion Lean Six Sigma Yellow Belt and Agile Practitioner, Six Sigma Global Institute; Diversity, Equity & Inclusion Consultant, IAP Career College; Psychological First Aid, Johns Hopkins University; End of Life Doula, Larner College of Medicine, University of Vermont; Alberta Winemaster Sommelier

COMMUNITY CONTRIBUTIONS

Advisory Board Member, Palestine Film Institute | DEI Council, US Embassy Namibia | Humanitarian Aid Coordinator, MarhaCar, Lesbos | e-Mentor, CUSO International, Dominica | Disaster Management Volunteer, Canadian Red Cross, Haiti Earthquake Response

SKILLS & LANGUAGES

Functional: Strategy and market entry | Partnership and ecosystem building | Investor and donor relations | Regulatory and policy analysis | Coalition building and government relations | Executive communications | Change and transformation | Film development and production | Equity and human-centred design

Technical: Claude, Gamma | Microsoft 365, Google Workspace | Adobe Creative Suite, Canva | Salesforce, Starbase | Asana, Basecamp | Slack, Discord | Hootsuite, Sprout Social

Languages: English (native) | Cantonese (intermediate spoken) | French (basic) | Learning Greek and Putonghua